

**Minutes - DRAFT
TOURISM COMMITTEE
February 7, 2013 – 6:00 P.M.
Hampton Inn
1660 West Lake Cook Road
Deer Park, Illinois**

Roll call and quorum determination

A meeting of the Tourism Committee of the Village of Deer Park was held on Thursday, February 7, 2013 at the Hampton Inn, 1660 West Lake Cook Road, in the Village of Deer Park, in the counties of Lake and Cook, Illinois. Member Koe facilitated the first of three remote presentations as Chairman Olson arrived.

A quorum was established by Chairman Olson at 6:05 P.M. with members Jan Koe and Roger Hankin present. Trustee Finley was absent. Also in attendance were Trustee Czarnik, residents Richard Chay, Kathy Iriarte, Linda Mesin, and Chris Nguyen and Regina Verdico of DDR.

Market Research Presentations

Three remote presentations were made to share capabilities, philosophy, and deliverables regarding a potential market research study. Each presenter had 10-15 minutes, followed by questions from the entire group. Following the final presentation, there was general discussion on the merits of the firms and desired outcomes. Chairman Olson solicited feedback from everyone present. There was broad consensus to proceed with final bids from Gentlemen-McCarthy and Alexander Babbage, while dismissing August Partners. Revised proposals are due by February 13th so that funding can be put forth for Board consideration on February 18th.

Website and Coupon Mailer

The research discussion transitioned into a discussion of the website and coupon mailer. Progress on the merchant website, www.godeerpark.com, has stagnated and Ms. Iriarte and Mesin explained that Trustee Finley recruited them to provide direction and assistance. The website will be promoted in the mailer, and both will leverage research findings for consistency of Deer Park commercial brand identity.

DDR

Mr. Nguyen and Ms. Verdico covered a variety of topics:

1. Lulu Lemon and Clarke's are in construction to open soon. Bevello, offering boutique women's clothing, will be opening their first location outside of the southeastern US. Two additional leases are pending.
2. Four DPTC tenants are nationally ranked in the top ten in average \$/sq. ft. for their respective categories: Sleep Comfort, LuLu Lemon, Apple, and Vera Bradley. Some explanation regarding tenant expectations and leasing parameters was shared.
3. There has been an excellent response to the "What would you give?" program with gift cards going faster than anticipated and books distributed.
4. Whole Foods elected not to participate in a Farmers' Market at the Center this season.
5. The coupon book vendor will solicit offers from all B to C merchants in the Village, set design for Committee approval, print approximately 50,000 pieces, mail approximately 40,000 pieces to specified targeted regional demographics, and provide an electronic version for web access. The remainder of the run will be used by the Hampton Inn for distribution to overnight guests. A June drop is anticipated with offers valid through the summer.
6. Line items from the proposed FY2014 Tourism budget in support of events (Jazz Festival, Art Fair, Halloween, Santa's Arrival, etc.) were reviewed and agreed upon for presentation to the Board.

Hampton Inn

No report. Absent due to weather.

Planning Committee Report

Members Koe and Trustee Czarnik discussed the Planning committee actions with respect to Palazzo and the proposed assisted living project. There were significant concerns raised regarding the Palazzo layout. Their struggles to secure tenants, especially tax-generating ones, was identified as likely tied to their choice of leasing firm. As proposed the Palazzo mall was perceived as detrimental to DPTC due to layout, proximity of vacant space, tenant mix, and traffic congestion.

Miscellaneous

Trustee Olson discussed areas in need of clean-up. Member Hankin shared a concept for the LED sign and requested DDR to provide feedback with respect to sight line requirements and easement. Member Koe will obtain additional quotations for budget planning as an FY2014 line item.

Adjournment took place at 9:30 PM

The next meeting is planned for Thursday, March 7, 2012 at 7:00 at the Hampton Inn.